

Year 9 Enterprise and Marketing Curriculum Intent

What the curriculum is designed to do

- Give an understanding and enable students to apply the fundamental principles and concepts of Enterprise and Marketing including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise
- Students can develop their learning and practical skills that can be applied to real-life contexts and work situations
- Students are able to think creatively, innovatively, analytically, logically and critically.
- Students can develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

How we deliver the curriculum

Students are taught through a blend of theory and hands on practical real-world tasks to give them experience of how to use the theory they have learnt in a real-world scenario.

In the first unit, Students will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business.

Topics include:

- Characteristics, risk and reward for enterprise
- Market research to target a specific customer
- What makes a product financially viable?
- Creating a marketing mix to support a product
- Factors to consider when starting up and running an enterprise.

In the 2nd unit we put together a business proposal, this is where students come up with a business idea around the problem that has been set to them.

Topics include:

- Market research
- How to identify a customer profile
- Develop a product proposal for a business brief
- Review whether a business proposal is financially viable
- Review the likely success of the business proposal.

In the 3rd unit we use the previous units work to put together a pitch that we will present to the class, this is to practice students presenting their work in front of others and to gain confidence in their own abilities.

Topics include:

- Develop a brand identity to target a specific customer profile
- Create a promotional campaign for a brand and product
- Plan and pitch a proposal
- Review a brand proposal, promotional campaign and professional pitch.

How we assess students

Students will be assessed in a number of different ways throughout the year, there will be end of topic assessments when we are working on the theory aspect and when students are working on their proposal and pitch, they will be given regularly feedback on how they are doing with an overall summative assessment at the end of each unit.

How it benefits students learning and personal development

This qualification also allows students the opportunity to gain broad, transferable skills and experiences that can be applied as they progress into their next stages of study and life and to enhance their preparation for future employment.